

NARRATIVE PROGRESS REPORT

Date Submitted: September 14, 2009 **Date Reviewed by ICL staff and sent to ITC Rep:** _____

Grant Organization: Nampa Chamber of Commerce

Grant # 08-111-10

Check one: Interim ☐ **Final** ☒

Report Period: From 4/16/2009 to 9/15/2009
(See Attachment A of Grant Contract for Dates)

Grant Manager: Cindy Schuppan

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ELEMENT I

Snake River Dayz Website – Updates and Enhancements

1. **Has the element been completed?**
Yes
2. **If the element is in progress:**
 - (a) **What has been accomplished?**
Not applicable.
 - (b) **What remains to be done?**
Not applicable.
 - (c) **Are there any problems?**
Not applicable.
3. **If the element hasn't been started, why?**
Not applicable.
4. **What benefits have been realized to date? (Include statistical information.)**
The website is a great resource for providing the most current information about the festival and the rodeo to people interested in attending any of the events.

ELEMENT II

Advertising

1. **Has the element been completed?**
Yes, both the original request for advertising and the amendments listed below:
 - Attendance at the 2009 International Festival & Events Convention in Boise, Idaho
 - Support for the Special Olympics 2009 World Winter Games
 - Cost of filming the Snake River Stampede by Regal 360
2. **If the element is in progress:** Not applicable at this time
 - (a) **What has been accomplished?**
Not applicable.
 - (b) **What remains to be done?**
Not applicable.
 - (c) **Are there any problems?**
Not applicable.
3. **If the element hasn't been started, why?**
Not applicable.

4. What benefits have been realized to date? (Include statistical information.)

In regards to the original request, the radio ads helped attract hundreds of people to downtown Nampa and the Nampa Civic Center for Snake River Dayz events.

Convention Attendance: This convention offered excellent educational sessions that provided great ideas for marketing and executing community events.

Special Olympics Support: We paid for a portion of the visiting Algerian team's lodging, allowing them to participate in this international event and learn more about the Nampa/Boise area.

Regal 360 Filming: This project will provide additional exposure to promote the Snake River Stampede in a new format.